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CULTURAL FACILITIES

GUILFORD COUNTY, N.C.

The preparation of this report was financially aided through a Federal grant from the Urban Renewal Administration of the Housing and Home Finance Agency under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended.

CULTURAL FACILITIES

A REPORT ON THE COMMUNITY FACILITIES
OF GUILFORD COUNTY, NORTH CAROLINA,
WHICH MAKE CULTURAL ADVANCEMENT POSSIBLE
AND THOSE THAT ARE NEEDED
TO FURTHER OUR INTELLECTUAL DEVELOPMENT

PREPARED FOR THE BOARD OF COMMISSIONERS OF GUILFORD COUNTY
AS PART OF THE COMPREHENSIVE DEVELOPMENT PLAN
BY THE COUNTY PLANNING BOARD
WITH THE TECHNICAL ASSISTANCE OF THE GUILFORD COUNTY PLANNING DEPARTMENT

1966



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TABLE OF CONTENTS

INTRODUCTION	page 1
INVENTORY	page 3
COUNTY-WIDE EXTENSION OF FACILITIES	page 13
A REGIONAL APPROACH FOR PROMOTING CULTURAL INTEREST	page 17
CONCLUSION	page 21

INTRODUCTION





For centuries governments, both autocratic and democratic, have shouldered much of the responsibility for the cultural advancement of their citizens. In The Republic Plato asserts the absolute necessity of the government molding the character and intellect of its people. Much of our present-day practice in the field of education and cultural enrichment throughout the world is based upon Plato's philosophy.

In American society there seems always to be a conflict between government's providing that which the people appear to want and that which presumably is good for them. Probably nowhere else in the world has the majority of the public been able to dictate so successfully the types of music, art, drama, and reading material to which all of the public will be subjected. Striving to reach masses of people the quality of education, culture and entertainment has diminished.

In the early days of our American government the degree to which the common man would determine governmental policy was a subject of great controversy. Thomas Jefferson held a strong faith in the consent of the governed. He probably did more than anyone else of his time to make democracy work. Still he recognized that, if the common man was to govern himself, he would need to be equipped to understand his rights and privileges. Jefferson was an ardent proponent of "the more general diffusion of learning". One of his greatest disappointments was the failure of one of his bills to

pass the Virginia General Assembly. That proposal for free public schools "would have raised the mass of the people to the high ground of moral respectability necessary to their own safety, and to orderly government."*

There appears to be a contradiction in the Jeffersonian doctrine. He opposed the imposition of aristocratic views upon the people by the government, yet he advocated government schools to indoctrinate the populace. Perhaps the key to this conflict, which still exists in our American governmental system, is Jefferson's belief in the consent of the governed. His use of the word "consent" implied that, in general, governmental policy would be decided by able leaders, not by the people themselves. Those leaders would attempt to determine what was in the public interest and carry out their policies with the consent of the public.

Today there are free public schools administered locally much as Jefferson originally proposed that they should be. But should mass public education stop at the twelfth grade? With the consent of the governed are there other areas where government can cultivate the country's greatest resource, the talents of the people? Should the public, regardless of age, be encouraged to broaden its interest?

These questions of need cannot be answered by scientific calculation. In truth there may be no need at all, but only a subjective desire upon the part of each individual to improve himself and make a contribution to the society

in which he lives. If these aspirations can be fulfilled through the efforts of the public's governing bodies, then the public interest will have been served faithfully.

The purpose of this report on the cultural facilities of Guilford County is to inventory, point out strengths and weaknesses and make suggestions for improvements. The degree to which the public interest will be served by these improvements cannot be measured. In some instances the people probably should be given the opportunity to make their own judgments through formal balloting. When this is not done, then the judgment must be made by their representatives, the governing bodies concerned.

*quotations from Jefferson's Autobiography.

INVENTORY



PUBLIC LIBRARIES	VOLUME	CIRCULATION	INCOME:	CITY	COUNTY	STATE	FEDERAL
Greensboro Public							
1945	44,415	324,266	\$ 29,781	\$ 18,815	\$ 8,000	\$ 945	\$ -
1950	54,911	341,548	49,794	37,416	9,000	2,719	-
1955	85,230	323,045	92,973	74,635	12,460	5,475	-
1960	129,849	409,601	164,317	117,060	40,494	5,109	-
1965	combined with Carnegie Negro.						
Carnegie Negro							
1945	10,626	19,934	\$ 4,475	\$ 4,475	\$ -	\$ -	\$ -
1950	15,002	17,236	13,328	7,990	4,400	906	-
1955	27,464	80,635	22,162	17,550	3,420	1,192	-
1960	35,872	83,984	35,291	27,446	6,525	1,320	-
1965	combined with Greensboro Public						
Greensboro Libraries (combined)							
1945	55,041	344,200	\$ 34,256	\$ 23,290	\$ 8,000	\$ 945	\$ -
1950	69,913	358,783	63,122	45,406	13,400	3,625	-
1955	112,694	403,680	115,135	92,185	15,880	6,667	-
1960	165,721	493,585	199,608	144,506	47,019	6,429	-
1965	217,249	541,227	368,971	277,370	60,000	5,000	15,097

<u>PUBLIC LIBRARIES</u>	<u>VOLUMES</u>	<u>CIRCULATION</u>	<u>INCOME:</u>	<u>CITY</u>	<u>COUNTY</u>	<u>STATE</u>	<u>FEDERAL</u>
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High Point Libraries
(combined)

1945	22,410	98,394	\$ 14,991	\$ 13,760	\$ -	\$ 473	-
1950	27,910	88,029	26,580	26,580	-	-	-
1955	38,525	132,005	47,225	47,225	-	-	-
1960	55,972	197,996	92,635	92,635	-	-	-
1965	83,100	265,360	144,100	135,900	7,500	-	-

UNIVERSITY AND COLLEGE LIBRARIES

<u>Bennett College</u>	<u>VOLUMES</u>	<u>CIRCULATION</u>	<u>Guilford College</u>	<u>VOLUMES</u>	<u>CIRCULATION</u>
1945	19,075	-	1945	27,000	-
1950	27,451	17,170	1950	32,462	6,792
1955	32,494	17,891	1955	38,324	10,901
1960	38,098	22,837	1960	45,959	14,447
1965	51,006	-	1965	66,217	-
<u>Greensboro College</u>			<u>High Point College</u>		
1945	26,627	-	1945	17,367	-
1950	33,599	5,499	1950	17,950	6,240
1955	32,482	12,185	1955	26,663	17,355
1960	35,873	15,376	1960	43,661	18,929
1965	48,446	-	1965	61,025	-



	<u>VOLUMES</u>	<u>CIRCULATION</u>
N. C. Agricultural & Technical		
1945	-	-
1950	39,891	29,942
1955	56,408	32,350
1960	94,082	102,148
1965	152,460	-

Oak Ridge Military Institute

1945	-	-
1950	4,166	2,113
1955	5,236	1,557
1960	6,599	2,356
1965	8,567	-

	<u>VOLUMES</u>	<u>CIRCULATION</u>
University of North Carolina At Greensboro		
1945	114,185	-
1950	138,545	94,304
1955	163,154	54,991
1960	192,069	76,828
1965	246,177	-



LARGE PUBLIC AUDITORIUMS

	<u>MAJOR PUBLIC USES</u>	<u>SEATING</u>	<u>PARKING</u>
Greensboro Coliseum	N. C. Symphony, Ice Shows, Greensboro Symphony	Coliseum 10,000	3,200
	Ballet, legitimate theater, art shows,	Auditorium 2,438	
	Little theater, lyric theater,	Town Hall 298	
Aycock Auditorium	Greensboro Civic Music Association, National Repetory Theater, UNC-G Lecture Entertainment Series	2,400	250

OTHER AUDITORIUMS

	<u>SEATING</u>	<u>PARKING</u>
Greensboro Main Public Library Auditorium	231	None
Recital Hall, Music Building, UNC-G	300	*
Drama and Speech Department, UNC-G	575	*
Curry High School, UNC-G	350	*
Bennett College Little Theater	250	*
Greensboro College, Odell Auditorium	1,000	*
Guilford College, Dana Auditorium	1,000	*
A & T Auditorium	1,200	*
High Point College Auditorium	1,000	100
Bessemer Junior High School	520	100
Central Junior High School	455	None
Dudley High School	815	250

*parking generally available on the campus.

<u>OTHER AUDITORIUMS (continued)</u>	<u>SEATING</u>	<u>PARKING</u>
Gillespie Park Junior High School	238	75
George Grimsley High School	1,577	750
W. C. Jackson Junior High School	800	100
Kiser Junior High School	800	125
Lincoln Junior High School	550	100
Lindley Junior High School	600	100
Page High School	1,200	500
Proximity Junior High School	996	75
Ben L. Smith High School	1,200	500
Central High School	1,300	250
Ferndale Junior High School	1,125	50
A. J. Griffin Junior High School	400	20
Northeast Junior High School	650	100
William Penn High School	550	100
Gibsonville High School	450	60
Guilford High School	525	175
Alen Jay High School	643	75
Northeast High School	1,000	150
Northwest High School	1,000	150

<u>OTHER AUDITORIUMS (continued)</u>	<u>SEATING</u>	<u>PARKING</u>
Ragsdale High School	1,000	150
Southeast High School	1,000	150
Sumner High School	553	100
High Point Municipal Park Amphitheater	500-600	*

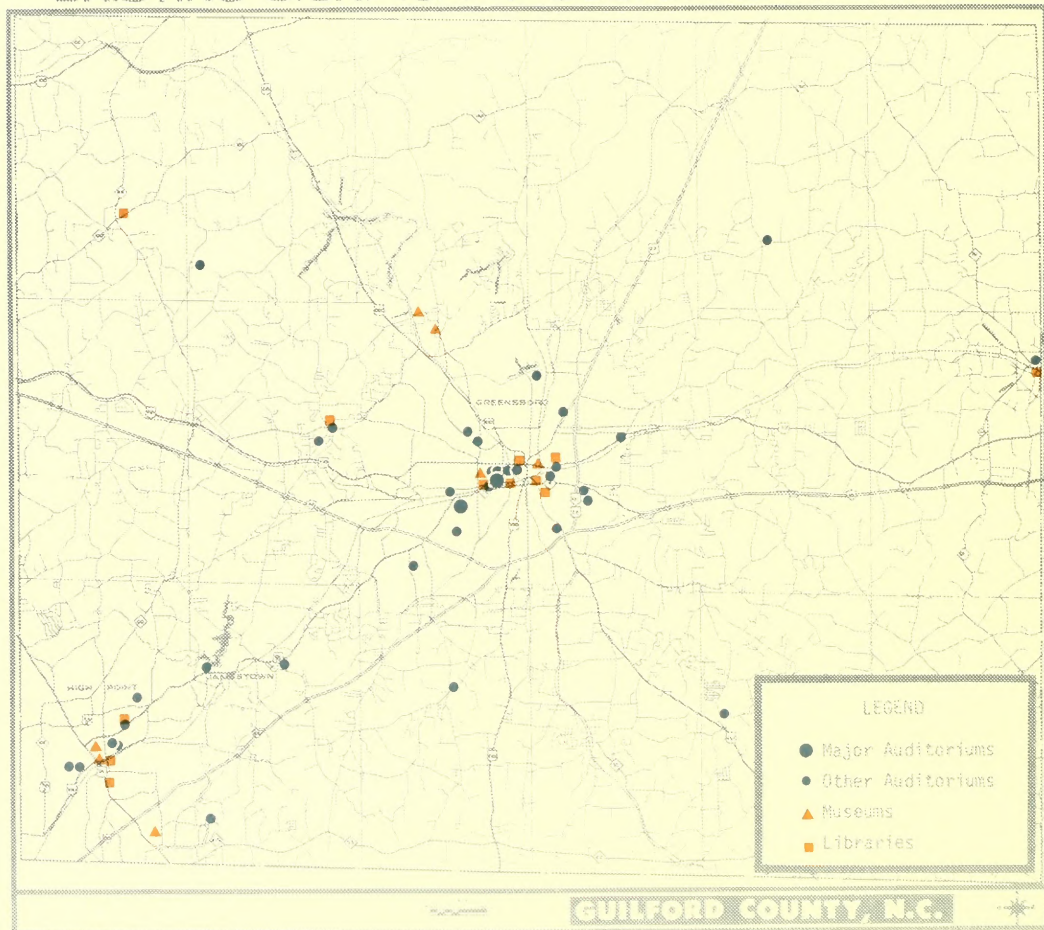
<u>MUSEUMS AND GALLERIES</u>	<u>MAJOR EXHIBITS</u>	<u>PARKING</u>
Greensboro Historical Museum	Transportation, industry, local history, Civil War relics, natural history, old glass, toys, dolls, early Greensboro furnishings, replicas of early Greensboro life	None
Guilford Battleground Museum	Revolutionary War relics	25
Greensboro Junior Museum	Natural history, astronomy	10
High Point Museum	Transportation, industry, local history, old glass, toys, dolls, farm implements, natural history, early High Point furnishings, replicas of early High Point life	20
Springfield Museum of Old Domestic Life**	Antique household furnishings and farm implements	20
Weatherspoon Art Gallery, UNC-G	300 permanent art objects and a schedule of changing exhibits	*

In addition to these permanent collections there are several exhibition spaces, primarily at the colleges, maintaining schedules of changing exhibits. These include Greensboro and High Point Public Libraries, Elliott Hall at UNC-G, Bluford Library at A & T, High Point Arts Center, High Point College Memorial Auditorium, and Greensboro and Bennett Colleges.

* parking generally available

** open by appointment only

EXISTING SIGNIFICANT CULTURAL FACILITIES



COUNTY-WIDE EXTENSION of FACILITIES



BOOK MOBILE

GUILFORD COUNTY BOOKMOBILE

CARNEGIE LIBRARY

FREE BOOK SERVICE



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O

Part of the governmental program of cultural advancement in the Guilford County area is to attempt to reach every person with facilities for learning. This is accomplished primarily through the school system and library service. School facilities are discussed in a separate report.

In 1960 Keith Doms of the Carnegie Library of Pittsburgh and Henry G. Shearhouse, Jr. of the New York State Library prepared a five-year plan for improved library service in Guilford County. Many of the recommendations of that report have been carried out. A new Main Library has been constructed in Downtown Greensboro. The Southeast Branch of the Greensboro Library has been relocated. Bookmobile service has been improved. Two major tasks were not accomplished during the five-year period. No new branch libraries were established. Assumption by the County of full responsibility for provision of library service was not effected.

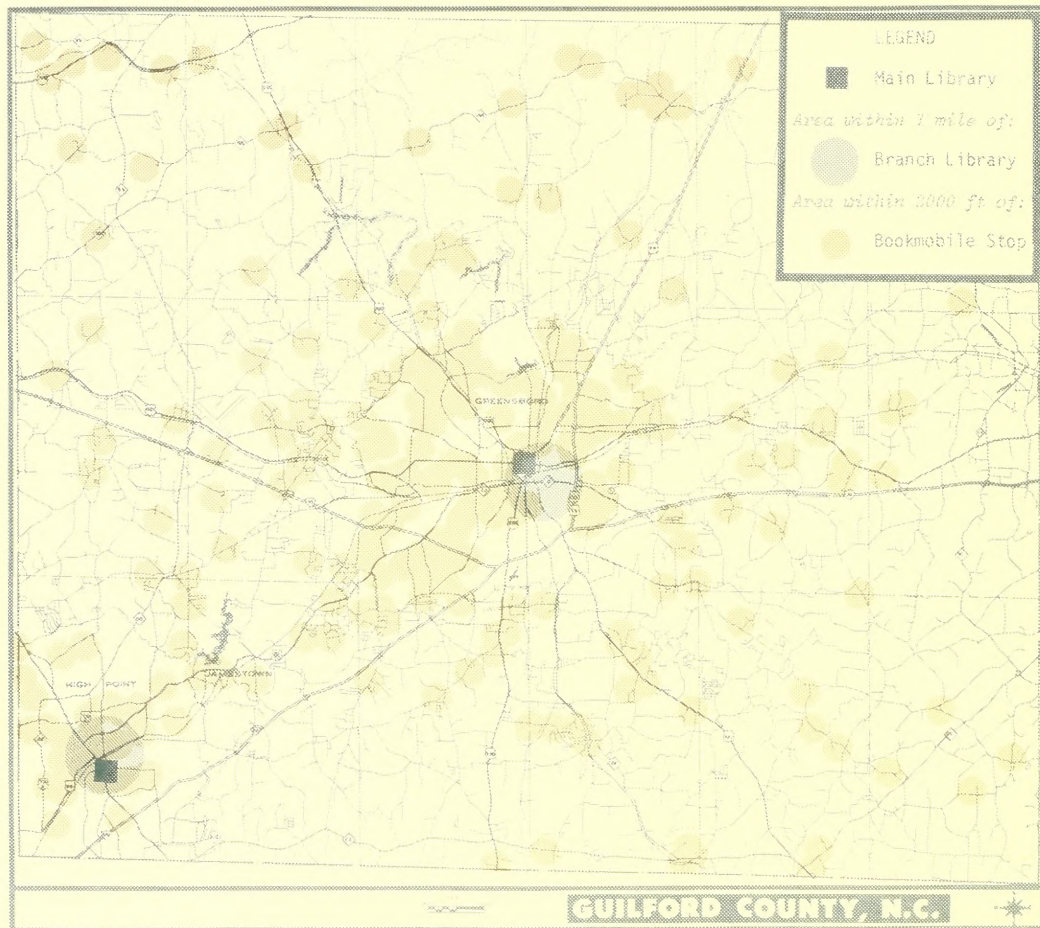
Since the first of the two depends to a great extent upon the financial advantages of the latter, it is well at this time to restate some of the reasoning behind the proposal for county-administered library services. Much has been said about the duplication of present services in the two cities of the county. The fact is that a consolidated library would not reduce this duplication to any great extent. Complete service at both main libraries should be considered desirable. The primary advantage of a county library is the broader tax base. The present 5 cents per one-hundred dollars valuation levied by the City of Greensboro and the 4.73 cents levied by High Point produces

a total of approximately \$413,270. A five-cent tax county-wide would produce at least \$155,000 more. This \$155,000 potentially available from county resources is considerably in excess of the present county participation, which amounts to \$67,500. A county-wide library tax would require a referendum. Support for library taxes has been demonstrated clearly in both cities.

If a county-administered library should prove unfeasible, a federation could accomplish much of the needed co-ordination. Each local library board could be represented on a broader board. Conceivably even a regional library system could be established including the libraries of Forsyth County. Through arrangements for contribution to and use of a pool for book purchasing, cataloging, book processing and co-ordination of reference services most of the undesirable duplication of work could be eliminated. The greatest problem of a federation would be in working out an equitable method for financing the pooled services and in determining appropriate amounts for each governmental unit to contribute to the library system.

Considerable disparity exists in the financial structures of the two county library systems, as follows:

EXISTING LIBRARY SERVICE AREAS



FORSYTH COUNTY

Winston-Salem-Forsyth Library

Total Contributions \$328,237.57

Municipal Participation 174,452.56

County Participation 107,100.97

GUILFORD COUNTY

Greensboro Library

Total Contributions \$368,970.61

Municipal Participation 277,370.30

County Participation 60,000.00

High Point Library

Total Contributions \$144,100.00

Municipal Participation 135,900.00

County Participation 7,500.00

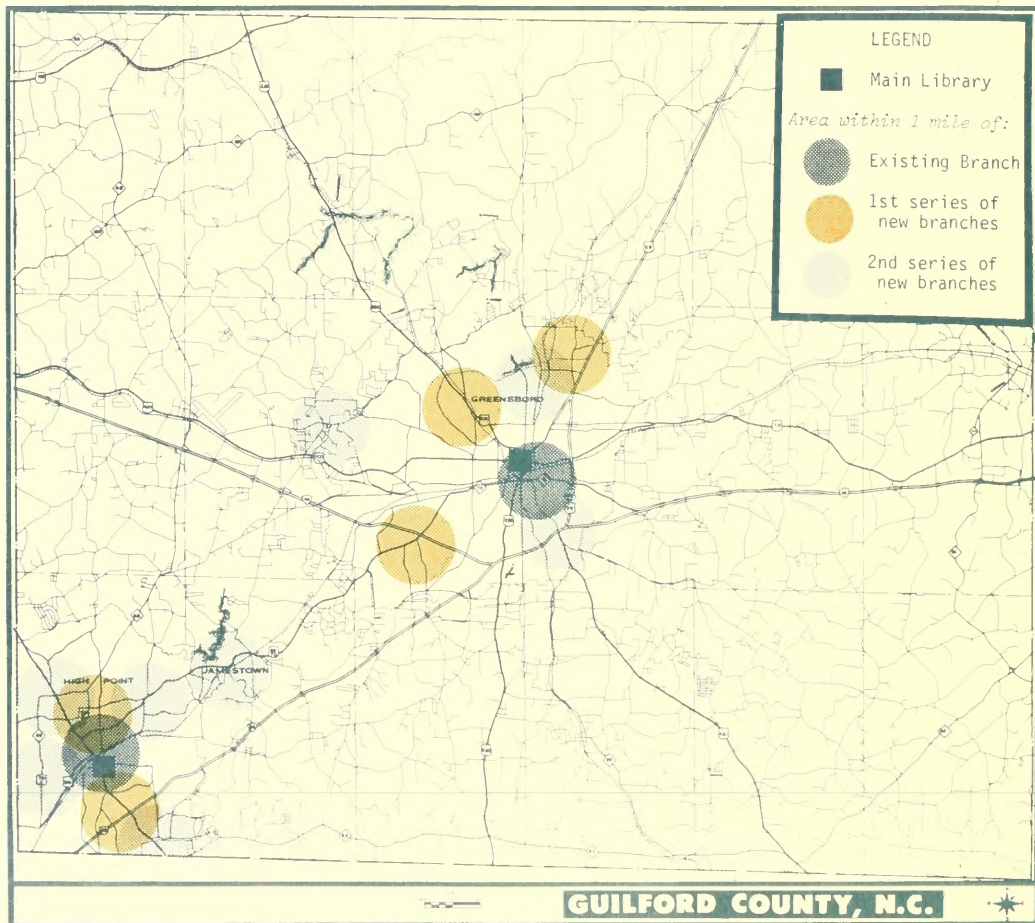
Source: *Statistics of North Carolina
Public Libraries, The North
Carolina State Library, Raleigh,
1965.*

Under either system funds should be provided for the establishment of new branch libraries in Greensboro and High Point. Locations which would reach the greatest number of people initially are northwest Greensboro, north High Point, northeast Greensboro, south High Point and southwest Greensboro.

The need for library branches at these locations is illustrated by the popularity of bookmobile services in these areas. Later a second ring of branches will be required in the west, north and southeast sections of Greensboro, in Jamestown, and in the northwest, west, northeast and southeast sections of High Point.

With the provision of these libraries and the continued provision of public school facilities, Guilford County will have some of the best cultural facilities in North Carolina. To accompany this fine record of achievement, a continual program will be needed to stimulate the public to use all the facilities to their utmost.

PROPOSED BRANCH LIBRARIES



North Carolina State Library

Raleigh

**A REGIONAL APPROACH
for PROMOTING CULTURAL INTEREST**



Justifying the Approach

American artists flock to the large cities of the world. Great masses of population are required to produce the necessary number of culturally interested people who will support the fine arts.

The better symphony orchestras and art museums in this country are found generally in cities with metropolitan areas populated by a million or more. Guilford County has a current population of less than 275,000. The likelihood of this area producing nationally known cultural attractions on its own in this century is slight. But Guilford County is not isolated. It adjoins neighboring Forsyth County which has a population of greater than 200,000. By the year 2000 these two closely associated areas will have produced the million or more people which are normally found in the centers of culture throughout the country.

Most of the larger metropolitan areas established cultural facilities and attractions early in their existence. Cultural interest in these cities has grown with the population.

There are several examples of outstanding cultural interest in the United States in metropolitan areas with populations less than one million, although they are less common. Indianapolis (SMSA population 697,151 in 1960) boasts the John Herron Art Institute with 11,000 objects in 12 galleries. The Indianapolis Symphony Orchestra is rated among the best in

the United States. San Antonio (687,151) supports a Symphony Orchestra and a Grand Opera Festival. Rochester, New York, (586,387) maintains a nationally known orchestra in connection with its Eastman School of Music. Omaha's (457,873) Joslyn Art Museum has ten galleries and a concert hall. The Toledo (456,931) Museum of Art has one of the most complete collections of ancient glass and more than 800 paintings and sculptures. Some smaller cities maintain good art collections. Davenport, Iowa (270,058), Raleigh, North Carolina (169,082), and Manchester, New Hampshire (95,512) are examples.

These attractions exist for numerous reasons. In the case of Indianapolis and Raleigh, the State Government is a prime motivator. In the case of Rochester, the driving force was George Eastman, philanthropist. The Greensboro-High Point-Winston-Salem area compares best with Rochester.

In 1960 Rochester's metropolitan area had only 150,000 more people than the combined populations of the Guilford County-Forsyth County area. The University of Rochester enrolls 7,100 as compared to 4,249 at the University of North Carolina in Greensboro and 2,958 at Wake Forest in Winston-Salem. UNC-G has a school of music. There is a new state supported school for the performing arts in Winston-Salem. These are perhaps not yet of as high calibre as the Eastman School of Music of the University of Rochester, but they have the potential. Both Greensboro and Winston-Salem have had philanthropists as prominent as George Eastman. If Rochester can prove capable of

producing an orchestra and a public deserving of conductors like José Iturbi and Erich Leinsdorf, presumably the Central Piedmont likewise can support at least one significant cultural attraction.

Searching for a comparison nearer to the Piedmont, it is found that there is no one cultural institution within 200 miles of Guilford County which maintains the same kind of recognition that either Indianapolis or Rochester receives. Perhaps the nearest to this would be Raleigh's Friends of the College concert series, one of the largest community concert subscriptions in the United States. Comparing the Raleigh-Durham-Chapel Hill area to the Winston-Salem-Greensboro-High Point area, it is found that the Capital City region has a smaller population (324,000 in 1960). The nine colleges there have over 33,000 students. The colleges in the Guilford-Forsyth area have less than 17,000. Still it is evident from this example that regional support can be summoned for cultural events in the Piedmont cities.

Making the Regional Approach Work

Attempts have been made in the past to combine the efforts principally of Greensboro and Winston-Salem into a regional organization of a cultural nature. It is likely that greater unity could be achieved if there were available a central facility with which all three cities in the area could identify.

To produce cultural attractions of regional importance, all regional effort must be concentrated on one discipline at a time.

One location must be selected identifiable with the entire region. The discipline or disciplines selected must not duplicate existing activities. The effort must be one to which the public can be expected to respond.

This brings up the eternal dilemma common to all efforts for cultural advancement. Must quality be sacrificed to assure popularity? Certainly it should not be expected that a cultural attraction will appeal to a large percentage of the public at first. Such an expectation would deny the need for advancement. However, if government funds are to be expended in the provision of facilities, then as much public use of them as possible must be encouraged. Some public moneys, of course, are used to provide extremely refined cultural interests of limited popularity through the state-supported universities and colleges. It would be best, however, for local funds to be spent on endeavors which would balance carefully a broad public appeal with cultural enrichment and the elevation of public taste.

Selecting a Regional Institution

There are several disciplines upon which the Forsyth-Guilford area could concentrate. Listed on the opposite page are several types of cultural activities with indications of their suitability for regional promotion. With the exception, perhaps, of establishing a regional orchestra, the field is open.

MUSIC

SYMPHONY ORCHESTRA	Efforts for a Tri-City Orchestra have failed in the past. Independent orchestras are already established.
OPERA	Production is expensive and difficult. An effort is being made in this area.
CONCERT SERIES	Comparison with Raleigh's series indicates potential for a wider audience.
BALLET	Little is being offered the public at present. There are some beginnings, however.

ART

MUSEUM	A good permanent collection would require extraordinary financial backing. UNC-G offers a good start.
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DRAMA

THEATER	Several successful theaters already exist, but drama is by far the most popular of the cultural media.
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Selecting an Appropriate Regional Facility

Several types of facilities are listed with indications of their suitability:

AUDITORIUM - This would be an unnecessary duplication of existing facilities at this time.

AMPHITHEATER - This could have considerable appeal. Many summer festivals have been extremely successful even in very remote areas.

EXHIBITION HALL - Facilities of this type already exist. An outdoor exhibition area might prove successful.

PERMANENT MUSEUM - Location of a permanent museum, like that of a library, is of great importance. It needs to be where people ordinarily congregate. If located central to the region such a facility should be secondary to a substantial attractor of people.

Proposals

The following proposals are recommended for consideration:

1. Through joint co-operation with the governments of Guilford County, Forsyth County, Winston-Salem, High Point and Greensboro, construct an amphitheater in connection with the proposed regional park. Then establish a bi-county organization to underwrite summer musicals, concerts

and ballet. The facility could be roofed, yet open-air.

2. At this same location provide a sculpture garden combining a permanent art collection with a variety of seasonal garden displays.
3. Expand the uses of High Point's exhibition areas to provide major art shows between furniture market seasons, drawing participation from the entire region. In addition, combine the furniture market shows with interior design displays and make these available for public view at appropriate times.

From these beginnings could spring many developments. From summer musicals and ballet could arise an opera season and ultimately an opera house. From the periodic High Point exhibitions and the small sculpture garden a major gallery for the Central Piedmont could evolve.

These three proposals satisfy all the criteria originally established for successful regional co-operation. The facilities can be identified with the region. Through seasonal variations only one discipline is promoted at a time. Existing facilities and activities are not duplicated. By combining popular programming with cultural enrichment adequate public response can be assured.

CONCLUSION

Winston-Salem

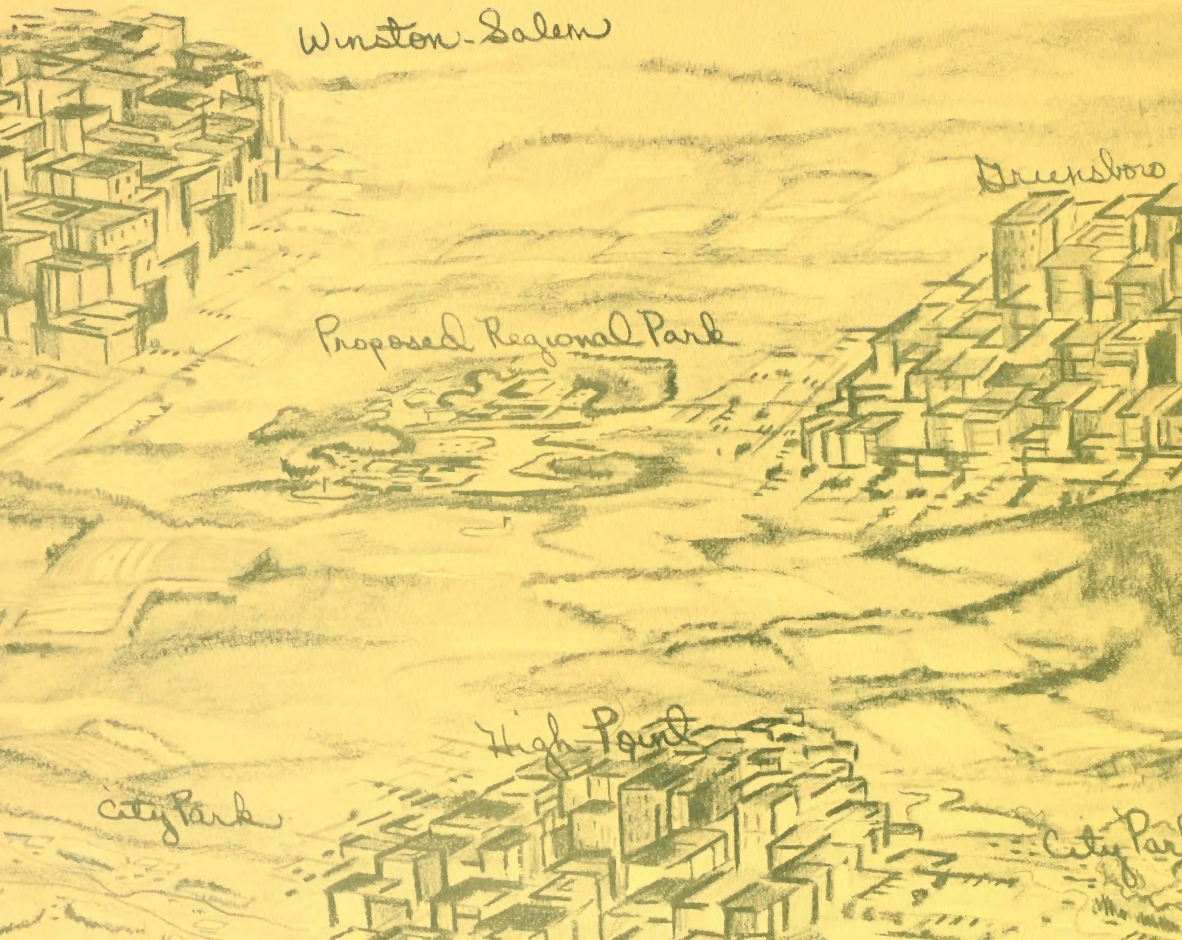
Greensboro

Proposed Regional Park

High Point

city Park

City Park



Guilford County, as a county, has excellent facilities for cultural activities. The only major deficiency is lack of branch libraries. Forsyth County and Guilford County, as a three-city region, have no cultural facilities in common. To stimulate cultural interest in Guilford County, the resources of the larger region should be brought into play. To accomplish this there needs to be a facility convenient to the entire regional population.

General interest in culture can develop and multiply out of minor events. It can also be the other way around. People become interested in cultural activities by being exposed to the more prominent cultural media. If Guilford County can stimulate public attendance at outstanding cultural events through the use of a regional facility, greater interest in the minor programs sponsored by collegiate and secondary educational institutions may very well evolve. If so, the result will be greater use of the existing smaller but more widespread facilities.

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